

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Drenttel et al  
Serial No.: 09/366858  
Filed: August 4, 1999  
Title: Method and System for Computer Screen Layout  
Group: 2178  
Examiner: Huynh, Thu V

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

DECLARATION (37 C.F.R. 1.132) of Hugh Dubberly

I, Hugh Dubberly, declare as follows,

that I received my graduate degree from the Yale School of Art;

that within the relevant industry, I am regarded as an expert on the design of software and related systems;

that I run an eight-person software design consultancy whose work includes interaction design, interface design, and information design for clients such as eBay, Orange, Nikon, Palm, and Sun;

that I am also Global Advisor for User-interface Design to Samsung;

that prior to starting my business, I was Vice President for Design at AOL, and spent five years managing design at AOL/Netscape;

that prior to that I was Creative Director at Apple for almost ten years;

that I founded the Art Center College of Design Computer Graphics Department and I have taught design courses there, at San Jose State University, and at the Institute of Design at Illinois Institute of Technology;

that for the last 5 years, I have taught a systems design course in Stanford's Computer Science Department;

that I have also been on the AIGA national board and the ACM SIGGRAPH conference board;

that I have written and lectured widely on design for software, the internet and interaction;

that I have read the above entitled application and am familiar with the same and the prior art cited by the Examiner in the prosecution of the application;

that I learned about Mr. Drenttel's work on the TatamiNet system in 1998. At that time, the world-wide web was new and design standards were low. Little work had been done to bring systematic thinking to the layout of web pages. The best practice at the time was to standardize the way pages looked within a single web site. The TatamiNet system went beyond standard best practice in three ways. First, it created a system that enables designers to standardize sets of sites – a new idea. Second it conceives of pages as built of standard grid modules – no one before had applied the 3x4 square module system to laying out web pages. Third, and most importantly, the system allows for a virtually unlimited number of variations based on a small set of rules – no one before had previously applied the idea of a system of components and rules for their combination to generating web pages;

that the idea of systemic generation of alternative – of visual theme and variations applied to web pages – embodied in TatamiNet was neither known nor obvious in 1998. Even today, it is still not widely understood within the design or software community. It is only within the last year that I have begun to see web-based applications employing template systems anywhere near the breadth or complexity embodied in TatamiNet. A testimony to the unique nature and originality of the Drenttel et al invention is the interest shown in it by the academic design community. Groups such as the School of Design at North Carolina State University (NCSU), the American Center for Design and AIGA/Boston invited the inventors to lecture on the subject. These academic groups are unlikely to have been interested in the subject if it was known or obvious;

and that it is my opinion that the invention disclosed and claimed in the application was not known from or suggested by the prior art of record and that at the time of the invention, it was new and nonobvious.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the above-referenced application for any patent issuing thereon.

Date: November 22, 2005

Print: Hugh Dubberly

Signed:

A handwritten signature in black ink, appearing to read 'H. Dubberly', written over the 'Signed:' label.